

## Is your business eligible?

Illinois businesses must meet the following criteria:

- In operation for at least one year with 500 employees or less
- Minimum of \$250,000 in annual revenue for U.S. operations
- Demonstrates an understanding of the costs associated with exporting
- Exports products and/or services that contain at least 51% USA and 25% Illinois content, or in the opinion of the OTI, the products and or services to be promoted substantially contribute to Illinois job creation/retention efforts
- OTI/International Trade Center has determined the company has a sound strategy for exporting and is export ready



### For Further Information

Contact OTI at 217/785-2709 or [Becky.Schlouch@illinois.gov](mailto:Becky.Schlouch@illinois.gov); or find your nearest of 11 Illinois SBDC-International Trade Centers at [www.ilsbdc.biz](http://www.ilsbdc.biz).

## STEP Trade Missions 2012

For additional details on missions, please visit  
<http://exports.illinois.gov>

DEC 3-11, 2011 | YAOUNDE, CAMEROON  
Mission to "Promote 2011"  
Exhibition

JAN 23-26, 2012 | DUBAI, UNITED ARAB EMIRATES  
Mission with Arab Health Show

JAN 24-27, 2012 | POZNAN, POLAND  
Mission with BUDMA Construction Show

FEB 15-17, 2012 | TOKYO, JAPAN  
Mission with Nanotech Show

MAR 2-4, 2012 | MUMBAI, INDIA  
Mission with Medical Show

MAR 4-6, 2012 | TORONTO, CANADA  
Mission with Canadian Restaurant  
& Food Show

MAR 17-24, 2012 | SAO PAULO & SANTIAGO  
Mission for Energy Efficiency Industry

APR 23-27, 2012 | HANNOVER, GERMANY  
Mission with Hannover Fair Show

JUN 4-9, 2012 | BEIJING & SHANGHAI, CHINA  
Mission with Transport Logistics Show

JUL 2-4, 2012 | SINGAPORE  
Mission with Water Expo Show

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More detailed information about the STEP program can be found at  
<http://www.sba.gov/about-offices-content/1/2889/resources/14315>

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State of Illinois  
Department of Commerce and Economic Opportunity

## STATE TRADE AND EXPORT PROMOTION PROGRAM



Helping Illinois' Small and Medium-Sized  
Businesses Develop Overseas Markets for  
Their Products and Services



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Chicago, Illinois 60601  
Phone (312) 814-2828  
Fax (312) 814-6581  
[www.illinoisbiz.biz](http://www.illinoisbiz.biz)  
<http://exports.illinois.gov>



The State Trade and Export Promotion Program (STEP) is a 3-year pilot trade and export initiative authorized by the federal Small Business Jobs Act of 2010.

DCEO's Office of Trade and Investment (OTI) won a competitive STEP grant award of \$1.26 million to help raise the dollar value of export sales in Illinois. Illinois' STEP program will focus on providing small and medium-sized businesses with financial and technical assistance, including the opportunity to participate in group Trade Missions or Individual Foreign Market Sales Missions. **STEP assistance will be provided on a first come, first served basis for all qualifying companies.**

Companies traveling to China and/or companies that are classified as a minority-, woman- or veteran-owned, or rural, will be reimbursed for 75% of eligible travel expenses. All other companies will be reimbursed for 50% of eligible travel expenses.

Please note detailed travel guidelines apply to both STEP programs.



### Individual Foreign Market Sales Mission

Businesses outside of the sectors represented in the scheduled STEP Trade Missions are encouraged to undertake an individual foreign market sales mission. Qualified businesses will enjoy:

- \$1500 cap per company toward program costs, which can include Gold Key services such as matchmaking and trade show registration
- 50-75% travel cost reimbursement, not to exceed \$5,000 for travel per company

Partial travel reimbursement for only one Illinois company representative, which includes economy class air fare and standard hotel room

### STEP Trade Mission

STEP Trade Missions are available to a limited number of companies. Qualified participants will receive the following complimentary services:

- Financial assistance covering associated costs including: trade show booth fees, group ground transportation, matchmaking fees, interpreters, briefing materials, and assistance with travel logistics
- 50-75% travel cost reimbursement, not to exceed \$5,000 for travel per company

Partial travel reimbursement for only two Illinois company representatives, which includes economy class air fare and standard hotel room